

20 December 1974

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INFORMAL MEMORANDUM FOR DCI

SUBJECT: Public Relations

Bill:

You have frequently asked how we can get better recognition for the quality of our intelligence studies. In the year and a half that I have been back here in Washington, I too have been struck by the excellence of much of the research and analysis produced in the Agency. Among those who count in government, in the universities, etc., this may be more widely recognized than we have suspected. At least my own perceptions lead me to feel that this is so.

Nevertheless, your point is a valid one. It would be nice if discussions in the public media of the Agency, its mission, organization, activities, etc., could reflect a better balance of what it is we really do. This is easier said than done. By their very nature clandestine activities are always going to be more interesting, and I applaud your effort, particularly in light of recent developments, to attempt to educate the public about the true proportions and perspectives of covert operations conducted by a government committed to democratic ideals. Furthermore, praise isn't worth much if its solicited. The recognition we seek must come in large part from those who are familiar with our product; these are relatively few in number and there are few opportunities for them to address the subject publicly.

We can help ourselves, however. When the spotlight is on CIA it ought to be possible to give greater weight and emphasis to the assessment and judgmental functions. What I am suggesting, obviously, is that you missed an opportunity in your US News and World Report interview

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published on 2 December. Though there are a few references in the report to the importance of assessing information that is collected, it never comes through that this is a prominent function of CIA. ✓

You were asked, for example, whether clandestine activity is a major element in CIA activity. In answering the question you chose to stress your community responsibilities and the role of all the intelligence agencies in supporting you in the discharge of these responsibilities -- which is fair enough. But it should have been possible when you returned to address CIA activities to discuss and place appropriate emphasis on the non-collection, non-operational aspects of CIA's mission. It was an opportunity--or so it seems to me--to give greater visibility to the analytical function and its importance in the intelligence process. There is a possibility that in doing so you could have stimulated additional queries on this aspect of the intelligence business in an era of detente, and avoided the almost exclusive focus on clandestine collection.

I guess what I'm saying is that those of us in production would like to see you seize the opportunities accorded you to give more visibility to research, analysis, assessment, etc., i.e., the vital role of scholarship in CIA in exploiting the vast array of information that is collected. Doubtless my colleagues in DDO would welcome even a slight tilt away from the public concentration on their activities. ✓



Lewis J. Lapham

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DCI/DCI

Executive Registry

Routing Slip

74-7192

TO:

		ACTION	INFO.			ACTION	INFO.
1	DCI			11	LC		
2	DDCI			12	IG		
3	S/MC			13	Compt		
4	DDS&T			14	Asst/DCI		
5	DDI	✓		15	AO/DCI		
6	DDM			16	Ex/Sec		
7	DDO			17			
8	D/DCI/IC			18			
9	D/DCI/NIO			19			
10	GC			20			

SUSPENSE

Date

Remarks:

*Mr Lapham -
Lew - Many thanks,
I do usually try to stress
this in speeches but
obviously missed an
opportunity in USN+WR-
I'll try harder - +
we are with ABC -*

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12/26/74

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MEMORANDUM FOR: 10

Mr. Colby responds with thanks to Lew Lapham's informal memo suggesting that the Director place more stress on the Agency's overt, analytical role whenever he has an opportunity.

Copies to anyone? — *no*

If not, I will just forward to Lew.

yes



27 December 1974
(DATE)

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